



BALKAN HOLIDAYS 1972



FLY TO THE WARMTH OF EASTERN EUROPE.

A Balkan Holidays First



BOAC

For the first time BOAC's world-famous care combines with Balkan Holidays' experience and knowledge of Eastern Europe to ensure that our clients will have a comfortable and enjoyable flight and a marvellous holiday in Bulgaria and Romania. BOAC's 162-seater BOEING 707 has four Rolls-Royce jet engines and flies at a cruising speed of 550 m.p.h. at 30,000 feet.





Aeroflot

AEROFLOT is the national airline of the U.S.S.R., and the largest air-transport organisation in the world.

AEROFLOT is renowned for the quality and reliability of its air-fleet and BALKAN HOLIDAYS LTD. is very proud to be associated with this wonderful organisation. Many of our clients will now begin their holiday to the U.S.S.R. by boarding Aeroflot's great 100-seater TU104 B (cruising speed 600 mph, cruising height 30,000 feet).



Balkanair

Bulgaria's national airlines Balkanair provides swift and comfortable transportation for Balkan Holiday clients. They fly 64-seater TU134 jets, and 164-seater TU154, flying time London to Varna (or Burgas) 3 hours.

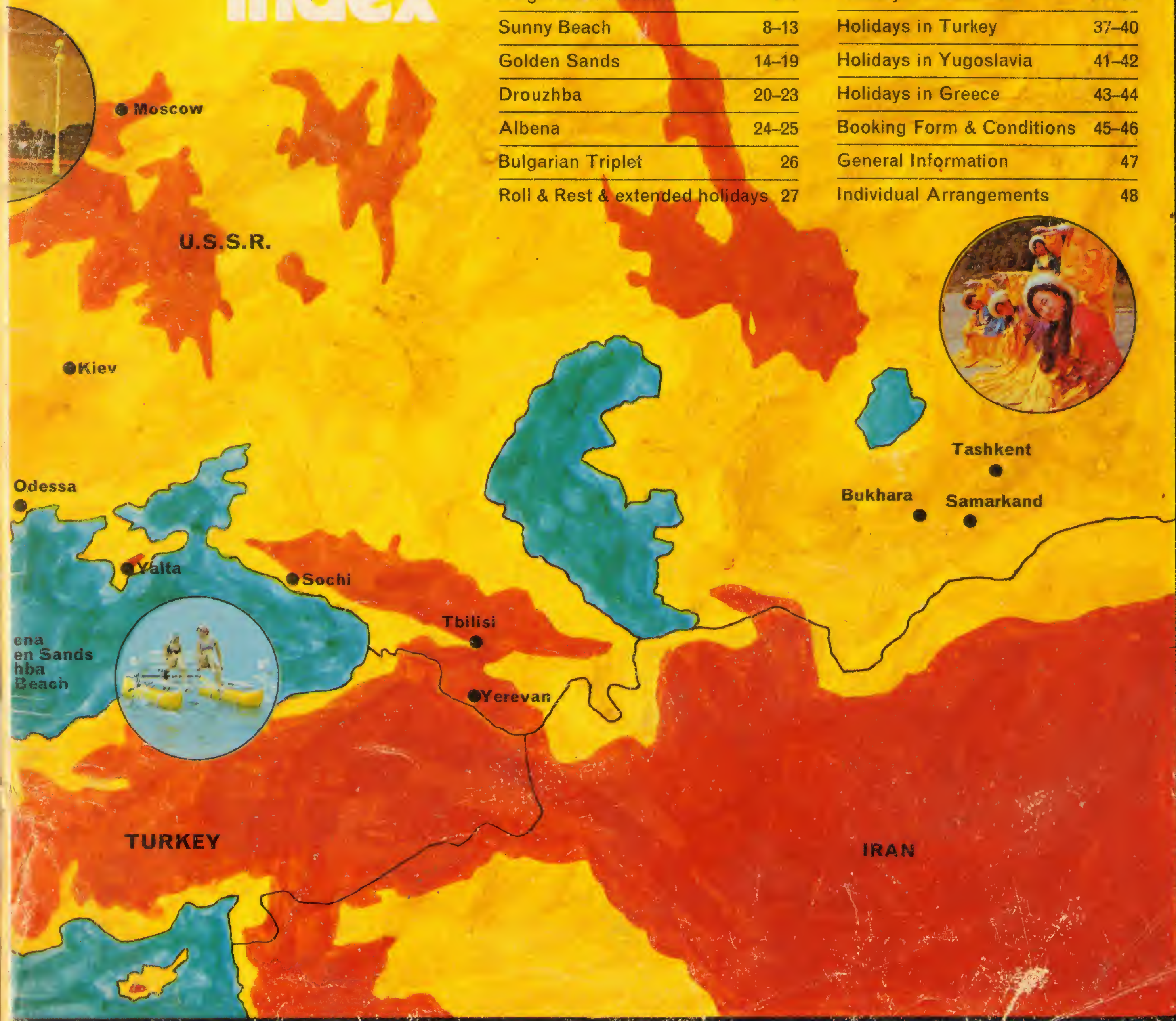


B.E.A. Airtour

B.E.A., Europe's No. 1 and most experienced airline, offer the wonderfully comfortable Comet 4B jet. We are sure that those of our clients flying B.E.A. jet to their Balkan Holiday will find it a very pleasant way to start their holidays.

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In fact Balkan Holidays, in only two years, became Britain's biggest experts on Bulgaria and Eastern Europe because:

All our executives and senior staff from the Managing Director to the resident representatives, are either Eastern Europeans themselves or have acquired practical knowledge of the area by extensive and repeated travel, and naturally know how to get the best of everything for your holiday.

4 Our willing and expert advice. Of course we want you to book a Balkan Holiday, but above all we want you to book the right Balkan Holiday. The one that will give you the most pleasure and satisfaction. Our staff are experts at matching up expectation with performance!

5 Finally, your own and your travel agent's personal recommendation. Compared to many others, Balkan Holidays Limited spends little on advertising. Yet in a few short years we have grown to be Britain's No. 1 tour operator for Bulgaria and Eastern Europe. The only possible reason must be the satisfaction of our clients and, in fact, most of them first heard of us from friends who had already had the opportunity to see whether our deeds matched our words.

What better recommendation can there be?

The unique strength and position of Balkan Holidays Limited enables us to provide all holidaymakers on our special flights to Bulgaria with the following guarantee.

Guarantee

- 1 If, after booking with Balkan Holidays Limited, you can find the same holiday elsewhere for less money, we will make up the difference.
- 2 We will provide hotel accommodation as confirmed to you. If the hotel is of lower classification than confirmed we will refund the difference on your return.
- 3 Where jet flights were confirmed but not provided we will compensate each full fare paying passenger with £5 per person.
- 4 Where this guarantee differs from the standard booking conditions we will take the course that is fairer to our clients.

BALKAN HOLIDAYS

MANAGING DIRECTOR

Balkan Holidays welcome you to Eastern Europe.



Centuries ago the British discovered the world, but only in the last 20 years have they discovered Europe's sunshine and holiday attractions. Choosing where to spend your holiday gets increasingly difficult – there are fewer tourist countries remaining uncrowded, unspoilt and still offering a chance to get away from it all. It is now high time for the British to discover the most fabulous and least known holiday paradise in Europe – BULGARIA, the Balkans and Eastern Europe. Nowhere else within easy reach of Britain is there such a perfect combination of natural beauty, glorious climate, modern amenities, friendly people and very low prices. There's a Balkan Holiday to suit everyone. Make your choice and we'll make the arrangements.

Meet some of the people at our London office – although we couldn't include all of our staff of many nationalities, everyone will be working hard to ensure the success of your holiday. Standing left to right:

Quentin English. Our Customer Relations and Reservations Manager, he's English, and he'll do his best to make sure you have a happy holiday.

Veliko Velikov, our Export Travel Manager from Bulgaria, arranges for you to mix business with pleasure on your trip.

Helena Costa, from Portugal, will help choose a holiday and accept your telephone reservation.

Costas Markakis comes from Greece, so he is the right man to look after your Greek holiday.

Mike Walsh is our English Sales Promotions Manager – you and your travel agent heard about us through his hard work.

Barry Tib. Our English Operations Manager who is careful that your holiday will be enjoyable.

Seated:

Janet Kebble, from England, shares the hot-line with Helena and takes late telephone bookings.

George Gotzev, our Managing Director from Bulgaria, not only constantly looks ahead to plan new holiday attractions, but also ensures that we all work hard to provide you with perfect holidays.

Gillian Noble, Scots receptionist, is the first to welcome you to our London office, give advice and accept your bookings.

BULGARIA

THE BEAUTIFUL

land of roses, wine and sun-drenched beaches

Bulgaria, lying in the heart of the Balkans, is one of the most beautiful and unspoiled and uncommercialised countries in the world. Bordered by Romania in the north, Yugoslavia in the west and Greece and Turkey in the south, Bulgaria stretches eastward astride the rugged peaks and rolling hills of the Balkan Mountains to the warm, sparkling waters of the Black Sea.

Here, the endless, sun-drenched beaches must be seen to be believed. Lapped by a gentle sea, these soft golden sands stretch for mile upon mile beneath sunny, blue skies. Inland, the countryside is green and fresh. Forest-covered mountain slopes refreshed by rushing, gurgling streams; lush pasturelands and rich green valleys; where the pure air mingles sweetly with the scent of roses.

Bulgaria, as is borne out by the many picturesque towns, ancient settlements and monuments which adorn the countryside, has a rich and fascinating history. Some of the towns were originally settled nearly 5,000 years ago and have been preserved as museum towns, where you can see monuments of culture and folk art dating back to Thracian, Byzantine, Slav and Ottoman times.

Come and enjoy yourself in hospitable Bulgaria.



Bulgaria—all the best of Europe rolled into one.

■ Lovely climate ■ Sparkling night life ■ Superb resorts ■ Delicious food and drink ■ Charming restaurants ■ Glorious beaches and sea ■ Exciting excursions ■ Friendly and romantic atmosphere ■ Low prices

and unique Eat-where-you-fancy freedom

How often have you, in other countries, become a little bored with the food provided 'en pension' at the hotel? How often have you been provided with an indifferent packed meal or felt you were 'missing' a meal already paid for if you ate out? Balkantourist has devised a system of meal vouchers which enables holidaymakers to have their meals **whenever and wherever** they like and this has proved highly acceptable to all visitors, not least the British.

The system gives you the following distinct advantages:

You can, if you wish, have all your meals in the restaurant nearest to or associated

with your hotel, or you can have, say, breakfast there and go elsewhere, as the fancy takes you, for the other meals.

You also have complete freedom of choice of dishes, instead of a fixed menu.

If you go on an excursion you can save the value of any meal taken outside the resort and use it for a more extravagant meal on another occasion.

If you do not always feel like having a cooked meal twice a day, you can buy a light snack at minimal cost, and use the 'meal voucher' on another occasion.

It works like this: on arrival you are given 'vouchers' to cover all meals for the whole of your stay, the total value depending on the category of your hotel. These vouchers are valid for food, wines and coffee, etc., at any Balkantourist restaurant or 'breakfast bar', sometimes in bars, but not in night-clubs, nor for shopping.

The vouchers are not refundable. The more you think about it, the more you will realise the great advantages of this arrangement, and we know this will be just one more contribution to you having the most memorable holiday ever.



SUNNY BEACH

The largest resort on the Bulgarian Riviera. Its warm shallow bay of dazzling sands stretches from below the green foothills of the Balkan mountains to the ancient town of Nesseber on its narrow peninsula. Very safe bathing with the sand sloping gently into clear warm water, ideal for children; vast, never overcrowded beaches; many attractive restaurants and nightclubs where you can wine and dine the night away. The Frigate, an old ship on the southern beach of the resort, is the most romantic place of entertainment, with a cosy atmosphere and many surprises. In the folk-style restaurants Buchvata (the Barrel), Chouchoura (the Fountain), Mechana (the Tavern) and Vyaturnata Melnitsa (the Windmill) you will be offered fine Bulgarian dishes and drinks and will enjoy Bulgarian folk music. There are modern playgrounds and tennis courts opposite the Lyulyak Hotel for visitors who like to play tennis, mini-golf and bowling. There is also a riding school behind the Buchvata Tavern where one can spend a few pleasant hours riding. The Casino is at the disposal of guests who want to try their luck at roulette, baccarat or chemin de fer. These are by no means all the entertainments offered at Sunny Beach. Such is the bubbling atmosphere of this resort, however, you'll be up and about bathing, boating, fishing or exploring the many shaded walks no matter how late you stayed up the night before.



A fabulous 1 or 2 weeks holiday
all-inclusive by air. Fly from
London, Manchester, Glas-
gow, or Dublin.
From

£45

3



4



5



6



1. We can't promise that you'll meet Black-beard at the Frigate night club but you will enjoy an evening worth walking the plank for.

2. Between decks on the Frigate.

3. Some of the attractions of Sunny Beach.

4. Not Father Christmas – but a beard to intrigue any child.

5. Water skiing is a popular pastime.

6. Fine horses and a fine evening.

1. Safe bathing for children.

2. All that's best in cabaret entertainment.

3. You might not meet a buccaneer – but you'll probably find romance.

4. Enjoy a regal way of travelling.

5. The shining sails of the Windmill Restaurant welcome you to a memorable evening.



5



HOTEL KUBAN (1st Class)

A most modern 20-storied hotel situated in the centre of Sunny Beach resort about 250 metres from the beach. All rooms are with balconies, bath, shower and w.c. There are lifts, bar and restaurant in the hotel.



HOTEL BOURGAS (1st Class)

Positioned on the beach with easy access to the sea. This hotel has a restaurant, bar, four lifts, souvenir counters and exchange bureau. All rooms have bath, shower and balcony.







HOTEL GLOBUS (1st Class)

This hotel is situated near the beach and Casino Restaurant. Every room has a terrace with sea-view, w.c./shower. In the hotel lounge there is a day-bar, souvenir shop and exchange bureau. An excellent site, original architecture, first-class service and comfort – that is what Globus Hotel offers you.

HOTEL FENIX (1st Class A)

Positioned by the sea near Bar Variety (probably the best nightclub in the Balkans). All rooms have balconies, private showers, toilets. Upper rooms have magnificent view over sands to the sea. Spacious, well-furnished lounge has a radio, television, shopping counter and exchange bureau and bar for coffee and evening drinks. The restaurant usually has dancing in the evening.

HOTEL BALKAN (1st Class B)

About 300 yards from the sea in quiet position. Large reception and lounge, incorporating a bar for breakfast and evening drinks, with view over beautiful flower-beds. Two lifts; all rooms have own toilets, hand-showers, and private balconies with deck-chairs. Several restaurants about 250 yards away.

Bar Variety where, after the floor show, you can dance or try your luck at roulette.

Small children welcomed
—and their parents too.
We are happy to catch our clients young. 50% child reductions (see p. 47)



HOTEL NARCIS (1st Class B)

A delightful 2-storied small hotel situated among small trees. Positioned near the sea, also conveniently placed for shops, restaurants and nightclubs. All rooms have a shower, w.c. and a small terrace.



HOTEL CONTINENTAL (2nd Class)

About 250 yards from the sea. Reception lounge, small restaurant and spacious bar, television room. Ladies' hairdresser and souvenir desk. Our rooms face east across the sand, but without actual view of the sea, except from top floor. No lifts, but building has only two upper floors. Each bedroom has balcony, deck-chairs, shower and toilet. Two very good restaurants adjoining the hotel.



Holiday No. BH 1 SUNNY BEACH LONDON Departures between	Continental		Balkan Narcis Belasitza	Fenix	Globus	Bourgas Kuban
	8 days	15 days				
Bargain 1 to 31 May 1 to 31 October	£ 45	£ 56	£ 57	£ 63	£ 65	£ 67
Economy 1 to 15 June 16 to 30 September	47	58	60	69	73	75
Off Peak 16 to 30 June 1 to 15 September	50	63	66	75	83	86
Peak From 1 July to 31 August	52	65	68	79	85	88

Travel Arrangements

Heathrow. Saturday weekly from 6th May to 14th October inclusive. By BOEING 707 Jet. Depart 22.30; Return Sunday 07.00, one or two weeks later. Flying time 3 hrs.

Manchester. Saturday fortnightly from 6th May to 7th October inclusive. By TU154 Jet. Depart 10.20; Return 09.20 two weeks later. Flying time 3 hrs 20 mins. Flight supplement £4.

Glasgow. Sunday fortnightly from 7th May to 8th October inclusive. By TU154 Jet. Depart 10.30; Return 09.30 two weeks later. Flying time 3½ hrs. Flight supplement £7.

Dublin. Saturday fortnightly from 13th May to 14th October inclusive. By TU154 Jet. Depart 19.30; Return 18.30 two weeks later. Flying time 3½ hrs. Flight supplement £6. (Bargain Season £9.)

GOLDEN SANDS

Ten miles from the historic Black Sea port of Varna lies one of the world's most fabulous beaches. For two golden miles at the foot of a richly wooded range of green hills this glorious stretch of soft, warm sand basks in brilliant sunshine. This is Golden Sands, which the Bulgarians have turned into the most wonderful holiday resort, abounding in superb, modern hotels, restaurants, nightclubs, bars and an endless variety of entertainments. Every evening you will find the nightspots full of people singing, dancing and enjoying themselves. Amongst the numerous restaurants, try the Huts, a sophisticated spot in the heart of the forest, or look in on the international cabaret at the Astoria bar and the Koukeri bar, or the colourful folk dances at the Sheepfold restaurant. Finish the evening at the Casino trying your hand at a variety of games.

Don't miss the opportunity to visit the ancient port of Varna. It's Bulgaria's third largest city and abounds in restaurants, museums and historical interest.



One of Golden Sands' swinging night spots.

Choose from an exciting range of local gifts.



1 or 2 week holidays all-inclusive by air from London, Manchester, Glasgow or Dublin. From

£45



Listen to Bulgaria's traditional music in a friendly atmosphere.



An essential commodity – golden sand.





Anyone can join in the Kissing Game, a Balkan folk dance well worth learning – you can bring back the idea, duty free.



The glittering resort of Golden Sands seen from the famous open-air nightclub, Koukeri Bar, where you can enjoy romantic dancing and a colourful cabaret.



Get away from the fumes and noise of motor traffic which is excluded from the centre of Golden Sands so everyone may enjoy a more relaxing means of transport.

At the Gypsy Camp you can try exciting food and drink in your own caravan whilst watching an Oriental show – and then dance until the early hours.





HOTEL INTERNATIONAL (1st Class A)
This hotel is the newest, most luxurious and biggest hotel in Golden Sands. It is situated in the centre of the resort, 15 metres from the beach. All rooms are comfortably furnished and have baths, w.c., telephone and radio. The hotel offers a fine restaurant, bar, comfortable lounges, hairdresser's and exchange bureau. There is an indoor swimming pool filled with natural sea water.

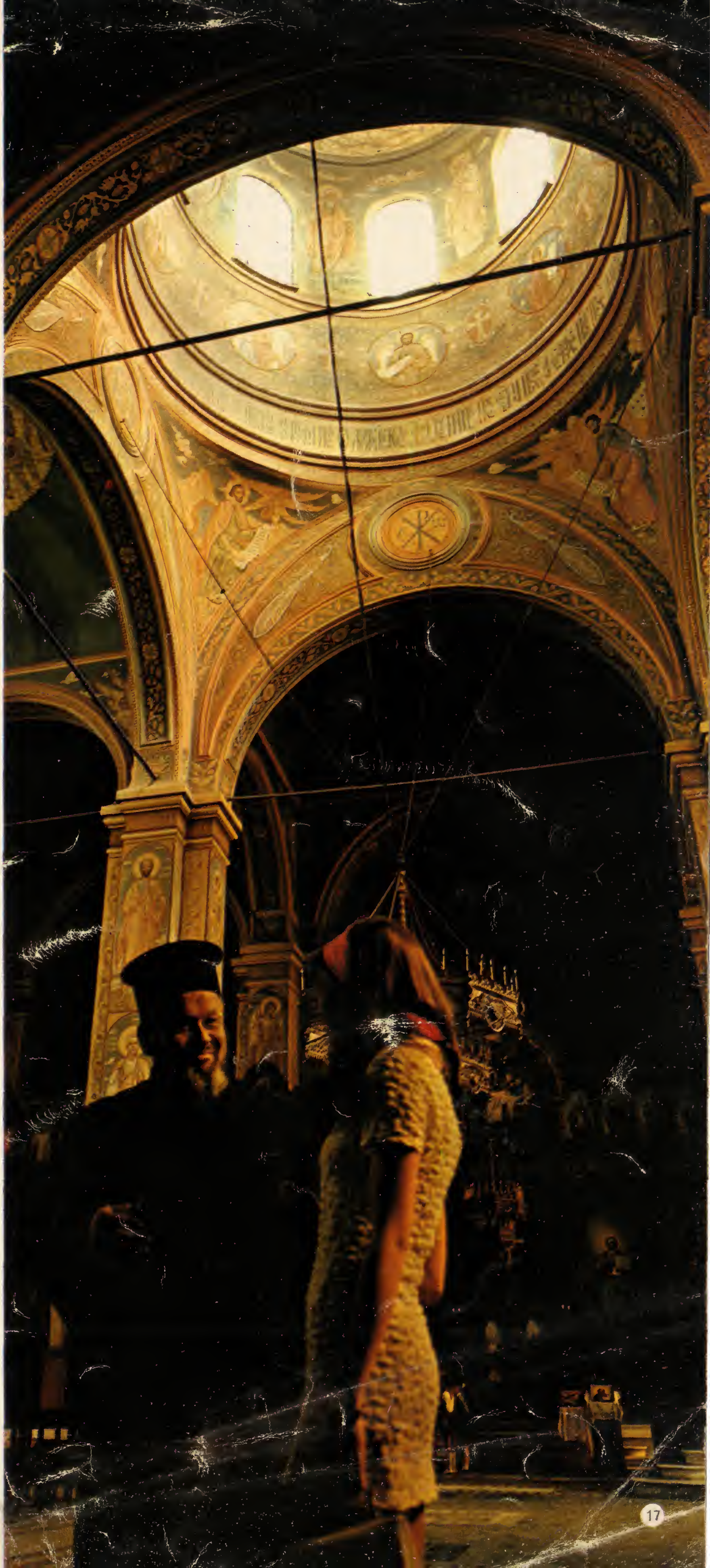


HOTEL ASTORIA (1st Class)
A few yards from beach, near Casino Restaurant and tennis courts. Nine floors, uniformed staff, comfortable reception and lounge, exchange bureau, restaurant, night-club, roof-terrace, coffee bar. Every room has balcony, shower and toilet.



It's easy to make friends in the relaxed, informal atmosphere of the Sheepfold Restaurant with its traditional Bulgarian food and music.

Experience the peace and beauty of Varna Cathedral, one of Bulgaria's many lovely churches of every denomination.





HOTEL MORSKO OKO (1st Class)

Fine view from roof-top bar (open for breakfast and evening drinks). Nine floors, attractive first-floor reception, adjoining restaurant, exchange bureau and lounge. All rooms have balconies, showers, toilets, telephone.



HOTEL ZLATNA KOTVA (1st Class)

Situated near to the centre of Golden Sands on the sea front. The Zlatna Kotva (meaning Golden Anchor) is one of the finest hotels in the resort. All rooms are with shower, w.c. and balcony, very pleasant terraced restaurant, lounge, bar and lifts.



HOTEL METROPOL (1st Class A)

A few yards from the sand with clear views of sea and beach. Ten floors, two lifts, a pleasant reception and lounge, a delightful roof-terrace and bar with magnificent views, open for breakfast and evening drinks. All rooms have balconies, private showers, toilets, telephones and sea view. Very popular – please book early.

How about skimming the waves on a fast Hydrofoil sea trip to Sunny Beach? Or just relax and dangle a fishing line.





HOTEL SINIGER (1st Class B)

This hotel is about 300 yards from the beach. It has a spacious reception/lounge/bar looking out through trees to the sea. Near to the hotel are two attractive restaurants with patios and views of the sea. There are four upper floors but no lift, and all rooms have private facilities, those facing the sea also have balconies.



HOTEL BRIS (1st Class B)

About 300 yards from beach in elevated position, 126 steps up hillside. Sunny reception/lounge with exchange bureau. The restaurant is two or three minutes away overlooking the resort. All rooms have private shower and toilet, those facing the sea also have balconies.



You can see examples of carving and weaving being made for sale at the Gypsy Camp.

Marvellous bathing for youngsters in the children's swimming pools at Golden Sands



DROUZHBA

Drouzhba is one of the oldest resorts on the Black Sea coast, situated 8 miles north of Varna, and its hotels face small rocky coves and beaches. There are flower gardens, parks, and delightful restaurants serving superb Bulgarian food accompanied by real Balkan music. Enjoy lively dances, a nightclub with floorshow and an attractive open-air Sladkaritza (coffee bar/patisserie) overlooking two of the little bays.

1 or 2 weeks of sunshine and tranquillity, all inclusive by air from London, Manchester, Glasgow or Dublin.
From

£45



At the wine tasting excursion—good food and wine . . . and the next thing you know you're dancing.



Fun in the sun.



Rendezvous at the Sladkaritza.





One of the many reasons why we say ▲ Bulgaria the Beautiful.



Look, mummy, no carrot! Everything to make ▲ your stay enjoyable.

Fun, friendship and romance on a typically beautiful rocky outcrop in Drouzhba. ▼



In Drouzhba you can clamber over or dive from the rocks as well as stretching out on the sandy beaches.



HOTEL TCHAIKA (1st Class)

Situated near the beach. There is a bar for breakfast and evening drinks and the nearest restaurant is the Chernomoretz, about 150 yards away. Rooms facing the sea have private showers, toilets and balconies. Large roof terraces for sun-bathing where drinks can be served.



HOTEL RUBIN (1st Class A)

With seven floors. In a quiet situation a few seconds from a low cliff which leads to the beach. Less than one minute from the nearest restaurant, and has an attractive bar for breakfast and evening drinks. All rooms have good views overlooking the sea, with hand showers, private toilets and balconies with deck-chairs. Early booking is advisable.





Foyer of Hotel Koral.



HOTEL KORAL (1st Class B)

A newly built hotel situated within easy walking distance of the beach and several good restaurants. All rooms are comfortably furnished and have private showers and toilets.



HOTEL ODEOSSOS (3rd Class)

This attractive hotel is centrally situated near the Chernomoretz Restaurant and close to the beach. The old-style entrance leads to a pleasant reception from which a wide oak staircase leads to two upper floors and on to a delightful belvedere with magnificent views over the resort. The bedrooms have hot and cold running water, some with small balconies. There are shower rooms and toilets on each floor. West rooms face inland across the park, and east rooms overlook a pleasant garden.

Bask in warm sunshine or swim in the many intimate coves and inlets of Drouzhba's picturesque beaches.



ALBENA

Albena is the newest Bulgarian Black Sea resort. It lies to the north of the well-known resort of Golden Sands. The old name of the resort was Fish-Fish. Legend has it that its former name was derived from the plentiful catch of fish on this Black Sea coast. Albena, like all resorts in Bulgaria, is situated on a glorious stretch of golden sand, extending as far as the eye can see. Though the resort was only inaugurated in 1969, it already abounds in restaurants, bars, night clubs, and many other forms of entertainment.

1 or 2 weeks, all inclusive
by air from London,
Manchester, Glasgow or
Dublin. From

£45





◀ HOTEL DUBROTITZA

A modern, 1st Class hotel with restaurant, bar and breakfast lounge, it is situated on the beach and centrally positioned. All rooms have fully-equipped bathrooms and balconies with sea view.



◀ HOTEL KALIOPA

This 1st Class A hotel adjoins the beach and is within easy reach of several attractive restaurants. All bedrooms have bath, shower, w.c., and balconies with sea view. See hotel in foreground on large picture, opposite page.

▲ HOTEL KARDAM

A short distance from the beach, the modern, 1st Class B Hotel Kardam has a very attractive lounge and all bedrooms are pleasantly furnished, with shower, w.c. and balcony.

Foyer of Hotel Kardam.



Holiday No. BH2 GOLDEN SANDS BH3 DROUZHBA BH4 ALBENA LONDON Departures between	Bris, Siniger, Odessos*, Koral Kardam		Metropol Rubin Kaliopa	Morsko Oko Zlatna Kotva Tchaika Dobrotitza	Astoria	International
	8 days	15 days				
Bargain 1 to 31 May 1 to 31 October	£ 45	£ 56	£ 63	£ 66	£ 68	£ 99
Economy 1 to 15 June 16 to 30 September	47	59	69	74	77	104
Off Peak 16 to 30 June 1 to 15 September	50	64	75	85	88	112
Peak From 1 July to 31 August	52	66	79	87	90	113

Travel Arrangements

Heathrow. Saturday weekly from 6th May to 14th October inclusive. By BOEING 707 Jet. Depart 12.00; Return 19.00, one or two weeks later. Flying time 3 hrs.

Manchester. Saturday fortnightly from 13th May to 14th October inclusive. By TU 154 Jet. Depart 10.20; Return 09.20 two weeks later. Flight supplement £4.

Glasgow. Sunday fortnightly from 14th May to 15th October inclusive. By TU 154 Jet. Depart 10.30; Return 09.30 two weeks later. Flying time 3½ hrs. Flight supplement £7.

Dublin. Saturday fortnightly from 6th May to 7th October inclusive. By TU 154 Jet. Depart 19.30; Return 18.30 two weeks later. Flight supplement £6. (Bargain Season £9.)

* Price includes £5 Excursion voucher.

Bulgarian Triplet BH5

Bulgarian Triplet BH6

A City, Sea and Mountain Holiday. 2 weeks all inclusive from

£69



Sofia

Commencing your tour in Bulgaria's gay capital. Particularly worth a visit are Alexander Nevski Cathedral; the Boyan Church, where the murals are masterpieces of mediaeval art; the Church of St. George; the Ivan Vazov National Theatre and the Archaeological Museum.

Golden Sands

Elsewhere in this brochure you can read all the details about this marvellous resort. So we shall only mention here that there cannot be a better spot in Europe for achieving the sort of benefit that a once-a-year vacation ought to give you! A stay here makes a perfect climax for our Bulgarian Triplet.

Borovets

After the delights of Sofia, come for some calm and rest to Borovets, one of Bulgaria's foremost mountain resorts. Here, in the depths of the mighty Rila range you can spend delightful days admiring the scenery, breathing the crystal clear air and generally enjoying the splendid facilities of this holiday paradise.

Plovdiv

is the second largest city in Bulgaria, famous for its traditional annual International Plovdiv Fair. Once named Philipopolis by Philip II of Macedon, it is one of the oldest and most picturesque towns in the Balkan Peninsula, with its fascinating architecture and unique treasure trove of golden wine jugs and plates,

Pamporovo

If you'd like to breathe clear, heady air some 5,300 feet above sea level, go to Pamporovo. This resort lies at the heart of the Rhodope Mountains, with excellent hotels and holiday amenities. Despite its altitude, this is a gentle region. The climate is mild because of the warm soft breezes coming from the Aegean.

Sunny Beach

Turn back to pages 8-13 for the detailed description of this fabulous sea-side resort. It makes the ideal contrast to the city and mountain parts of this Bulgarian triplet, and will leave you with a wonderful impression of the warmth and gaiety for which Bulgaria is renowned.



Itinerary

- Day 1** Depart London. Arrive Sofia in the evening.
- Day 2** Sightseeing, visit cathedral of Alexander Nevski and lunch at the Kopitoto restaurant on slope of Mt. Vitoshka looking down on Sofia from 4,000 ft. Free afternoon.
- Day 3** Free morning and afternoon in Sofia. Dinner at special National-style restaurant. Night in Sofia.
- Day 4** Visit to the world-famous Rila Monastery in the Rila Mountains. After lunch, depart for Borovets for dinner and night.
- Day 5 and Day 6** Two free days in Borovets Resort.
- Day 7** Visit the picturesque Rila Lakes. After breakfast leave Borovets for Sofia airport for departure by plane to Varna. Arrive in Golden Sands for lunch and 8 nights stay at Hotel Bris.
- Day 14** Transfer to Varna airport for departure to London.
- Day 15** Transfer to Varna airport for departure to London.

Holiday No. BH5 BH6 LONDON Departures between	Bris or Continental	Moskva or Fenix	Morsko Oko or Kuban
Bargain 1 to 31 May 1 to 31 October	£ 69	£ 79	£ 86
Economy 1 to 15 June 16 to 30 September	74	83	88
Off Peak 16 to 30 June 1 to 15 September	78	84	89
Peak From 1 July to 31 August	79	88	93
Travel Arrangements By scheduled flights of BALKANAIR or BEA according to the timetables. Private coach, mini bus or car between Varna or Bourgas airports to the hotel and vice versa.			

Itinerary

- Day 1** Depart London. Arrive Sofia in the evening.
- Day 2** Sightseeing, visit cathedral of Alexander Nevski and drive to lunch at famous Kopitoto restaurant on slope of Mt. Vitoshka looking on Sofia from 4,000 feet. Free afternoon.
- Day 3** Free morning and afternoon in Sofia. Dinner at special National-style restaurant. Night in Sofia.
- Day 4** Transfer to Pamporovo.
- Day 5 and Day 6** Two days at leisure to enjoy the beautiful mountain scenery and air.
- Day 7** Depart from Pamporovo to the glorious Black Sea Coast resort of Sunny Beach. 8 nights stay at Hotel Continental.
- Day 14** Transfer to Varna airport for homeward flight to London.
- Day 15** Transfer to Varna airport for homeward flight to London.

One week touring Bulgaria by coach and one week at Sunny Beach or Golden Sands

Fly direct from London, Manchester, Glasgow or Dublin. From

£69



Extended holidays by scheduled services of B.E.A. or Balkanair

Not everyone likes to have cut-and-dried holidays arranged, however advantageous this may be financially. For holidaymakers with the ideas of their own, Balkan Holidays will happily make individual arrangements.

You might like to consider these as an ideal compromise, giving you the benefits of individual travel by scheduled services, while retaining those of pre-arranged accommodation.

ROLL AND REST

This is surely the best way to get to know Bulgaria the beautiful as it really is, and to have a good rest in Bulgaria's well-known mountain resort, Borovets. Then relax at the fine Black Sea resorts. The coach tour has been particularly designed to show you all the 'musts' of Bulgaria – Turnovo, Sofia, Rila Monastery, Plovdiv, Nesseber and, of course, Borovets.

Itinerary

- Day 1 Arrival in Bulgaria. Overnight stay Bourgas or Varna.
- Day 2 Morning free. Depart after lunch via Nesseber and Sunny Beach to Varna, the principal sea port of Bulgaria. Overnight Varna.
- Day 3 Leaving Varna via The Petrified Forest (formed 40 million years ago) and the Madder Horseman (rock carving) to Shumen for lunch. Continue to Turnovo, Bulgaria's medieval capital, hanging over the Yantra River Gorge. Dinner, overnight stay.
- Day 4 Sight-seeing in Turnovo. Visit the ruins of the old palaces. Drive via SEVLIEVO to LOVETCH on the slopes of the Balkan Range for lunch. Night in Sofia.
- Day 5 Sightseeing in Sofia including the famous Boyana Church and up to Mount Vitoshka and the Golden Bridges. Lunch at the Kopitoto restaurant with its fabulous view over Sofia. Free afternoon. Night in Sofia.
- Day 6 Full day visit to the Rila Monastery in the Rila Mountains. Lunch at Rila. Night in Borovets.
- Day 7 Free day in Borovets amid a region of vast pine forests with a truly alpine beauty. Borovets is also a starting point for high mountain hiking. From there, one can climb Mount Moussala (9,591 ft.). The highest peak in the Balkans.
- Day 8 Leaving Borovets, for PLOVDIV, a beautiful town with gardens, parks, and much historical and artistic interest. After lunch, sightseeing of the town. Night in Plovdiv.
- Day 9 Drive via Hisara with its mineral waters, famous since Roman times, through the unique Rose Valley to Kazanlak for lunch.
- Day 10 We return to the glorious Black Sea coast for the remainder of our stay.
- Day 15 Transfer to Bourgas or Varna Airport for return flight home.

Holiday No. BH7 SUNNY BEACH BH7a GOLDEN SANDS LONDON Departures between	Bris	Continental	Fenix	Moskva	Kuban	Morsko Oko
	£	£	£	£	£	£
Bargain 1 to 31 May 1 to 31 October	69	74	77			
Economy 1 to 15 June 16 to 30 September	74	77	80			
Off Peak 16 to 30 June 1 to 15 September	76	81	84			
Peak From 1 July to 31 August	78	83	86			
Travel Arrangements See pages 13 and 25. Supplements for: Manchester flight £4, Glasgow flight £7 and Dublin flight £6. (Bargain Season £9.)						



Holiday No. B452 LONDON Departures between	Bris Continental or Koral			Metropol Balkan or Rubin			Morsko Oko Zlatna Kotva Globus or Tchaika			Astoria, Shipka Ambassador or Kuban		
	Weeks			Weeks			Weeks			Weeks		
	2	3	4	2	3	4	2	3	4	2	3	4
Bargain 1-31 May 1-31 Oct	£ 62	£ 69	£ 79	£ 69	£ 77	£ 87	£ 71	£ 82	£ 93	£ 74	£ 87	£ 99
Economy 1-15 June 16-30 Sept	67	79	89	75	84	97	79	95	108	82	96	111
Off Peak 16-30 June 1-15 Sept	75	88	99	83	89	103	89	99	116	91	106	117
Peak 1 July to 31 Aug	78	92	104	85	99	114	94	105	121	98	114	130
Travel Arrangements By scheduled flights of BALKANAIR or BEA according to timetables. Private coach, mini bus or car between Varna or Bourgas Airports to the hotel and vice versa.												

BULGARIA / ROMANIA

Double Centre

Here is a way to compare the pleasures of two popular seaside resorts.

Geographically, they are not so far apart, and the same warm, blue tideless sea laps both. But in character they couldn't be more different. Which do you think you'll like the best – Romanian or Bulgarian style?

Fly direct from London, Manchester or Dublin. All inclusive from

£56

Holiday No. BH15 LONDON	Flora & Bris	National & Moskva	Dorna & Morsko Oko
Departures between			
Bargain 1 to 31 May 1 to 31 October	£ 56	£ 59	£ 63
Economy 1 to 15 June 16 to 30 September	59	64	68
Off Peak 16 to 30 June 1 to 15 September	63	69	75
Peak From 1 July to 31 August	66	74	79

Travel Arrangements

For travel arrangements see page 25.

Supplements for:
Manchester flight £4,
Glasgow flight £7,
Dublin flight £6. (Bargain Season £9.)



1. The green hills of Golden Sands



2. Mamaia's sandy beach

3. Feel like joining in? It would certainly give you an appetite



Three Civilisations in the steps of the Crusaders



By Air-coach. All inclusive from

£99

1. Eastern sounds by a colourful band.
2. An age old industry in a modern setting.
3. Alanya Fortress walls.



- Day 1** Arrive Istanbul, day free, overnight stay.
- Day 2** Leaving Istanbul we travel along the Marmara sea coast road to the famous Dardanelles, Gallipoli, for lunch, then crossing the straits we continue to the historic town of Troy, overnight.
- Day 3** Departing after short sightseeing tour of Troy, we travel to Ayvalik for lunch and onward to Pergamum.
- Day 4** After breakfast, visit to the Acropolis of Pergamum, continuing to Izmir, a city founded nearly 5,000 years ago and today Turkey's third most important city, lunch. Short sightseeing tour of Ismir then drive to the lovely resort of Kusadasi, overnight.
- Day 5** Morning free. Afternoon visit to Ephesus to see St. Johns Basilica. The House of the Virgin Mary and the classical Roman ruins. Overnight Kusadasi.
- Day 6** We leave Kusadasi for Priene visiting on the way, Akko, Milet and Didim, continuing via Aydin to Denizli for dinner and overnight.
- Day 7** Our tour continues inland driving via Lake Acigol to Burdur for lunch. Travelling on to Antalya, then the delightful resort of Alanya.
- Day 8 to Day 11** At leisure in Alanya.
- Day 12** Depart from Alanya to Antalya Airport for the flight to Istanbul.
- Day 13** At leisure in Istanbul.
- Day 14** In Istanbul.
- Day 15** Depart early morning on our homeward flight to London.

Holiday No. BH16 ISTANBUL BH17 TOUR LONDON Departures between	Suadije		Baler Grand Keban	Carlton Inka	BH17 tour
	8 days	15 days			
Bargain 1 to 31 May 1 to 31 October	£ 59	£ 69	£ 78	£ 81	£ 99
Economy 1 to 15 June 16 to 30 September	64	74	80	83	105
Off Peak 16 to 30 June 1 to 15 September	69	79	83	86	109
Peak From 1 July to 31 August	72	82	86	89	116



Travel Arrangements

Gatwick. Sunday weekly from 7th May to 15th October inclusive. By BEA-AIRTOURS COMET Jet. Depart 10.00; Arrive Istanbul 14.25. Return Gatwick 19.50 via Bourgas, one or two weeks later.

Turkey | Bulgaria

Fly direct from London,
Manchester, Glasgow or
Dublin. All inclusive
from

£69

Double Centre

1 week Asia, 1 week Europe

This holiday gives you yet another way to get to know something of these exciting and colourful countries.



1. After Sunbathing on the sand dunes, cool off on a peddlo
2. Enjoy a walk along the Bosphorus
3. Drop in to the Frigate for refreshments in lively company



Holiday No. BH18 LONDON	Suadje & Continental	Baler & Balkan	Inka & Kuban
Departures between			
Bargain 1 to 31 May 1 to 31 October	£ 69	£ 79	£ 82
Economy 1 to 15 June 16 to 30 September	73	83	86
Off Peak 16 to 30 June 1 to 15 September	76	86	89
Peak From 1 July to 31 August	79	89	95

Travel Arrangements

Gatwick. Sunday weekly from 7th May to 15th October inclusive. By BEA-Airtours COMET Jet. 1st day: Depart Gatwick 10.00; Arrive Istanbul 14.25. 8th day: Depart Istanbul 15.40; Arrive Bourgas 16.40. 15th day: Depart Bourgas 17.25; Arrive Gatwick 19.50.

Manchester, Glasgow and Dublin. For Travel Arrangements and Flight supplements to Bourgas, see page 13. Transfer from Bourgas to Istanbul and vice versa by BALKANAIR AN 24 Jet prop. Flying time 1 hr.

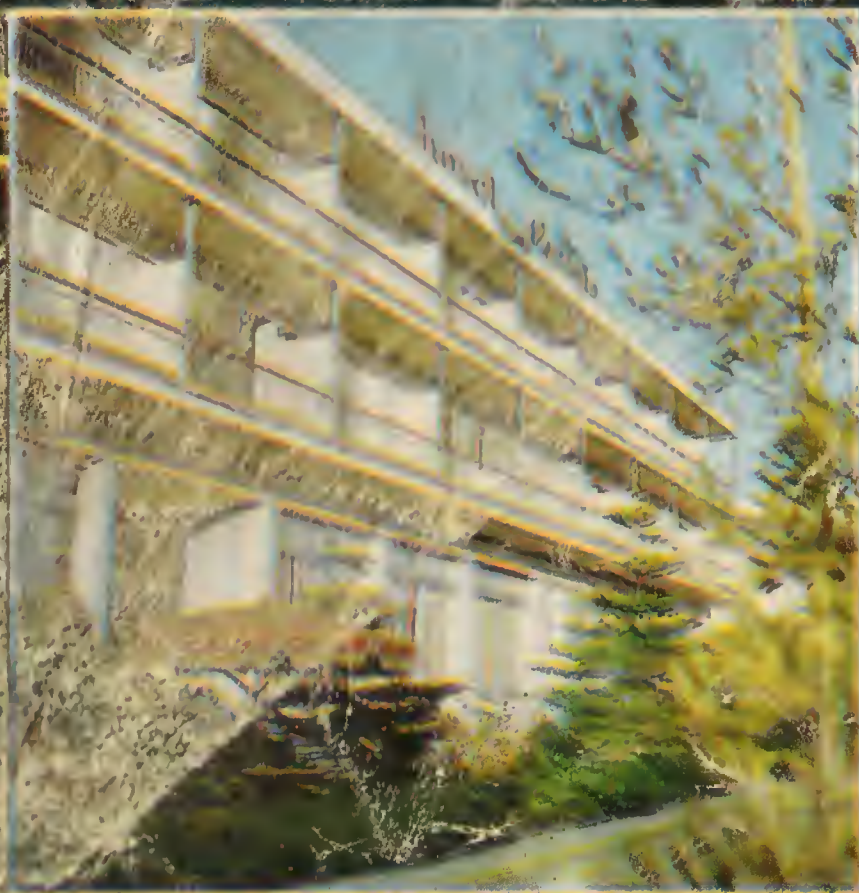


GREECE & ATHENS

Athens is the capital, and one of the major classical sites of history and architecture in the world. Situated high above the city is the Acropolis, dating back to the 5th century B.C. However, alongside the ancient stands the modern. The night-life in Athens swings. There are typical Greek places with Bouzouk's music, and sophisticated westernised night-spots. A short bus ride away sandy beaches are to be found, basking in the sun.

One or two fascinating weeks. All inclusive by air, from

£49



Hotel Themis

British owned and operated, is centrally situated at the seaside 10 miles from Athens and 2 miles from the airport. All rooms have private bath or shower and telephone. Restaurant, bar and parking facilities. This is a lively spot all day and night and is near the Glyfada golf course.



Hotel Stanley

Centrally situated in a good position overlooking gardens and with good views of the Acropolis. The rooms have private bath or shower, balcony and telephone. A modern building and comfortably furnished, the hotel has two bars, spacious lounges, tea room, three lifts and a private garage.



Booking conditions

1. A deposit of £5 per person plus the amount of the insurance premium, where applicable, must accompany each booking form.
2. An invoice for the total cost of the arrangements, less deposit paid will be sent to the first person named on the booking form, and the balance is payable eight weeks before departure. If full payment is not received by such date, Balkan Holidays Ltd. reserve the right to cancel all arrangements and to retain the deposit paid.
3. In the event of cancellation, deposits are not refundable. If cancellation occurs within six weeks of departure, the client will be liable to pay to Balkan Holidays Ltd. expenses incurred (including proportion of aircraft and/or coach hire costs) and losses sustained by the Company either by further payments to the Company or by deduction made by the Company from the amount of any monies due to be refunded. Balkan Holidays Ltd. reserve the right to alter Itineraries, prices and/or cancel any bookings for any reason without prior notice. If the tour has to be cancelled by Balkan

Holidays Ltd. all money paid will be refunded. Flights and some prices are subject to approval by the Air Transport Licensing Board or the British and/or foreign governments concerned.
4. No refund can be considered on any tickets, vouchers, and coupons which are lost or which are not duly amended or cancelled, and such amendments or cancellations officially endorsed. Our agents, couriers and other representatives have no authority to make any refund or promise of such.
5. The prices in our brochure are based on present tariffs, rates of exchange and conditions, and are subject to amendment without notice at any time up to the departure date, and Balkan Holidays Ltd. shall be entitled to obtain the extra amount of any such increases from clients before departure.
6. All arrangements for accommodation, air travel, car hire and other services are made by Balkan Holidays Ltd. as agents only, and the Company is not liable for any loss, injury, accident, damage,

or delay, whether or not caused through an act or acts or any default of the Company or such person, which may happen or occur during tour or holiday. The Company does not accept responsibility for losses or expenses due to delay, sickness, weather, strikes, war, quarantine, negligence or other causes, such losses and expenses being the personal responsibility of the traveller. Passengers bear such losses or expenses without the right to compensation or refund. Conveyance and all other services are subject to the laws, rules and regulations of the country where such conveyance and services are provided.
7. We strongly recommend you to take out the SPECIAL HOLIDAY INSURANCE covering loss of luggage and personal money, medical and other expenses, cancellation or curtailment charges, personal accident. See details below.
8. The signing of this booking form shall constitute and be deemed to constitute acceptance of the above conditions by all persons for whom the booking has been made.

Special Holiday Insurance

Arranged with the Black Sea and Baltic General Insurance Company Limited

This is a synopsis of the cover afforded by the Master Policy, which may be inspected on request.

This scheme is intended to cover normally fit persons of any age and does not cover claims arising from any pre-existing physical defect, medical condition, including recurring illnesses or infirmity or from a state of pregnancy which existed prior to the date of booking of holiday.

1 Personal Accident

Death by accident: £1,000.
Loss of one or more limbs or eyes: £1,000.
Permanent total disablement from following usual occupation: £1,000.
Temporary total disablement from following usual occupation: £1,000.
Temporary total disablement from attending to usual occupation - limited to 100 weeks: £10 per week.
Temporary partial disablement from attending to usual occupation - limited to 100 weeks: £4 per week.
For children up to 16 years of age inclusive the compensation for death shall be limited to £250 and weekly compensation excluded.

2 Medical and other expenses

to pay up to £250, in all, each injured or sick person in respect of:-
(a) Medical, hospital and treatment expenses incurred whilst on holiday and additional hotel and repatriation costs to the British Isles necessarily incurred as the result of the Named Person becoming ill or sustaining bodily injury during the Period of Holiday. Underwriters not being liable for the first £10 of any claim if the Named Person is over 75 years of age.
(b) The necessary travel and hotel expenses of a relative or friend of the Named Person who shall on medical advice accompany the Named Person because of the severe disability of the Named Person.
(c) Transfer of the Named Person's body or ashes in the event of death to the British Isles (excluding funeral and internment costs).

3 Loss of deposit, cancellation or curtailment

to pay up to £50, in all, each person in respect of:-
(a) Loss of irrecoverable deposit and/or tour operators charge paid in advance for the benefit of the Named Person only in the event of cancellation arising from:-
(i) The Named Person sustaining accidental bodily injury or becoming ill prior to a pre-arranged holiday.
(ii) The death, injury or illness of the Named Person's husband, wife, mother, father, child, brother, sister or close business associate or any

relative or friend with whom the Named Person has arranged to travel.
(iii) The death, injury or illness of the husband, wife, mother, father, child, brother or sister of any person defined in (ii).
(b) Additional hotel and repatriation costs to the British Isles necessarily incurred as a result of the death, injury or illness (occurring in the British Isles during the period of the holiday) of the Named Person's husband, wife, mother, father, mother-in-law, father-in-law, child, brother, sister, grandparents or close business associate.
(c) Proportional return of the irrecoverable pre-paid expenses of the planned holiday following the curtailment of the holiday by the return of the Named Person to his permanent domicile or place of residence, as a result of the death, injury or illness (occurring during the Period of the Holiday) of the Named Person or of the Named Person's husband, wife, mother, father, mother-in-law, father-in-law, child, brother, sister, grandparents or close business associate or of a relative or friend with whom the Named Person is travelling. N.B. Cover under sub-sections (b) and (c) shall not apply in respect of death, injury or illness of relatives or persons not specifically mentioned therein.

4 Baggage and personal effects

To indemnify the Named Person for the intrinsic value or cost of repairs whichever is the lesser of the above property which is lost or damaged, such property having been taken, sent in advance or purchased on holiday by the Named Person - limited to £50 on any one item and £200 in all.

5 Personal money

Accidental loss of cash, bank or currency notes, cheques, postal or money orders, travellers cheques, travel tickets, and petrol coupons up to the limit of £50 in all, the actual sterling cash loss being limited to the amount allowed by the currency regulations applicable at the date of commencement of the holiday.

Main exclusions

All sections of this scheme are subject to the deduction of £2.50 in respect of each and every loss or claim except for the following:-
(1) Claims in respect of loss of Deposit only. No deduction in respect of each and every loss or claim.
(2) Claims under Section 2(a) in respect of named

persons the first £5 of expenses incurred in connection with each and every injury or illness, and in respect of named persons over 75 years of age, being subject to a deduction of £10.
Sections 1, 2 and 3 exclude winter sports, mountaineering or riding or driving in races or rallies or aviation except when travelling as a passenger. Sections 2 and 3 also exclude claims due to any pre-existing physical defect, medical condition including recurring illnesses or infirmity or from a state of pregnancy where such pregnancy existed prior to the date of booking of holiday.
Section 3 also excludes all named persons over 75 years of age.
Section 4 excludes damage due to moth, vermin, wear, tear and gradual deterioration and loss of cash, bank or currency notes, cheques, postal or money orders, travellers cheques, travel tickets, passports, securities or documents, and loss due to confiscation or detention by Customs.
Section 5 excludes losses not reported to the Police within 24 hours.
Note:- Loss or damage in respect of baggage, personal effects or personal money whilst in custody of carriers (airlines, bus company, etc.) must be immediately notified in writing to such carriers and if possible a report obtained.

Delays

Extension of Period of Coverage is automatic without extra charge if necessitated by delay of Public Transport Services.

Territorial limits

World Wide but excluding U.S.A. and Canada.

Holiday Period

1-8 days - 70p per person
9-17 days - £1 per person
18-24 days - £1.25 per person
25-31 days - £1.50 per person

CLAIMS

All matters regarding the insurance, including CLAIMS, are to be advised to the Black Sea and Baltic General Insurance Co. Ltd., 106 Fenchurch Street, London, E.C.3.

Introduce us to a friend

A copy of this brochure will be mailed without delay to your friends if you give us their names and addresses.

NAME

ADDRESS

NAME

ADDRESS

General information

Booking

When you have decided on the holiday of your choice all you have to do is complete the booking form and send it to your travel agent or us, with a deposit of £5 per person plus insurance if required.

Confirmation and Invoices

You will receive as soon as possible a confirmation of the booking and invoice for the total cost less deposit. Please check your confirmation and invoice carefully as soon as you receive it.

Cancellation

If you are obliged to cancel please advise us in writing. Cancellation charges are in accordance with the scale suggested by the Association of British Travel Agents:

6 weeks before departure.	loss of deposit
5 " " "	30% " cost
4 " " "	45% " "
2 " " "	60% " "

Also if you wish to transfer your date of departure after receipt of our invoice, a nominal charge of £1 per person is levied for clerical expenses involved. When alteration of departure is made within six weeks of original date, cancellation charges may be incurred.

Insurance

In view of the above, we strongly recommend you to take our holiday insurance. This covers loss of deposit and charges for cancellation as well as many other holiday contingencies. A synopsis of the cover offered is printed on the reverse side of the Booking Form and also on the reverse side of your confirmation and invoice. The full Master Policy may be inspected on request, at our Head Office.

Payment

Invoices are payable eight weeks before departure and we reserve the right to cancel the arrangements if payment is not made by such date.

Credit facilities

Balkan Holidays have made arrangements with Travel Credit Ltd., who offer confidential credit facilities for Balkan Holidays' clients. Details on request.



Sunbathing

Please remember that the sun is much stronger where you are going, even if it doesn't feel all that much hotter!

Passports and visas

A valid British Passport is required for all our holidays (not a Visitor's Passport) – or a passport of any other nationality – but no visas are required at the time of going to press except for U.S.S.R. If you hold travel documents or passports of other nationalities, please check with the respective consulates whether a visa is required.

Vacation of rooms

By international custom, hotels are entitled to ask guests to leave their room by 12 noon prior to departure. However, Balkan Holidays will make every effort to arrange that guests travelling on a night flight, keep their rooms till as late as possible before their departure.

Classification of hotels

Where particular reference to hotel categories is made, these categories are part of the classification system officially recognised in the countries concerned. There is no international standard and therefore, variation does exist from one country to another.

Laundry

Arrangements for having clothes laundered can be made through your hotel. A pressing room is also available, free of charge, in every hotel in Bulgaria.

'Visit your relatives' arrangements

Whether your family relatives or just friends live in Bulgaria, Poland, Romania or the U.S.S.R., a Balkan Holidays' visiting arrangement will enable you to be together, or just for a friendly reunion at any time. (Should your relatives or friends wish you to stay with them in their home during your visit, we can arrange for an accommodation charge to be paid directly to them.)

Included in the tour prices for adult passengers

- Air and/or coach travel as shown in the respective itineraries.
- Meals or refreshments on all flights.
- Free Luggage Allowance of 33 lbs. per person on our special flights.
- Porterage of luggage at foreign airports.
- Transfers by private coach between airport of destination and hotel and vice versa.
- Full board (breakfast, lunch and dinner). Except when half board is detailed.
- Local taxes, service charges and gratuities at your hotel.
- Services of Balkan Holidays' Representatives or Agent at resorts.
- Anglo-Bulgarian phrase book and Balkan Holidays Bag.
- Travel wallet with tickets, itinerary, etc.

Not included in the tour prices

- Transportation to and from airports in Great Britain and portorage to and from check-in desks at these airports.
- Airport taxes.
- The cost of personal items such as laundry and drinks.

Suites

Suites usually consist of a double bedroom and adjoining sitting room. By substituting occasional beds for some of the other furniture, one or two extra persons can be accommodated. Suites are ideal for families with small children.

Single rooms

Single rooms are always in very short supply, but we will make every effort to meet your request. Single room supplement is £4 per week.

Lower-cost family arrangements

Children aged under 2 travel free (so long as the child does not occupy a separate seat on the plane). Expenses for the child are paid directly to the hotel.

For one child older than 2 but under 12 we charge half price if they use an extra bed in twin room with two adults or single room with one adult. In Bulgaria they will also receive 50% of the appropriate meal vouchers for adults. (Quite adequate even for Billy Bunter, we think.)

Baby-sitting and evening supervision is, as we said, also free in Bulgaria so that parents can go out and enjoy themselves.

And don't forget, under the Education Act of 1944 children of any age can be excused school attendance for up to a fortnight annually in order to accompany parents on holiday. This may well enable you to time your vacation to take advantage of Balkan Holidays' Bargain, Economy or Off-Peak Prices!



BALKAN HOLIDAYS

Britain's biggest expert on Bulgaria
and Eastern Europe



Special individual holiday leaflets
are available on request for the
following countries:

Bulgaria
U.S.S.R.
Cuba
Romania
G.D.R.
Hungary
Yugoslavia
Turkey
Czechoslovakia
Poland
Greece
Mongolia
Albania
China
Cyprus
Egypt
Lebanon
Syria

Trans-Siberian Express to
Hong Kong, Japan and
Australia.

And Export Travel brochure.



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YOUR TRAVEL AGENT

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London W1Y 2DA.

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Administration - 01-493 2381/2/3/4
Telex No. - 262963

